



## 2021 Souper Bowl Interim Report

March 4, 2021 Board Meeting

The 2021 Souper Bowl was a success! This year's event was a two-week city-wide food drive to support the Meriden Soup Kitchen's (MSK) meals-to-go during the pandemic.

### Kiwanis' Collection

Kiwanis collected food through community drop-off bins at 10 locations (listed below) and at the Meriden Soup Kitchen on February 6 from 10am-1pm. We supplemented our food drive by accepting monetary donations through our new Venmo account.

- Robert A. Gollnick
- Solomon, Krupnikoff & Wyskiel, P.C.
- Diversified Phys. Therapy/Squire Travel
- Il Monticello
- V. Nanfito Roofing & Siding
- Gallery 53
- Leslie K LLC Hair Salon
- Engine Company 2
- Engine Company 3
- Engine Company

### Participating SLP Schools

Washington Builders Club, Lincoln National Junior Honor Society, Maloney Key Club, and Platt Key Club held food drives and fundraisers in their schools. Platt Key Club held a fundraising night with Casa di Roma which raised \$250.

### Marketing

We promoted the Souper Bowl through: Kiwanis Facebook and Instagram accounts, MSK President Jackie Zdeb as a meeting speaker, an interactive Google Map of our drop-off sites, a Record-Journal article, a flyer to the Chamber of Commerce, a flyer to all Meriden Public Schools parents/teachers via Parent Square, and an event in the Nextdoor app. The lawn signs and bins also act as marketing during the drive.



## Final Budget Report

| <u>Item</u>                                     | <u>Approved Budget</u> | <u>Actual</u>   | <u>Notes</u>  |
|---|------------------------|-----------------|---|
| Storage totes for drop-off locations            | \$75.00                | \$52.96         | 10 bins purchased at Walmart  |
| Laminated signs for totes at drop-off locations | \$45.00                | \$45.00         | 12 11x17 laminated "Souper Bowl" signs and 12 8.5x11 laminated "Food Items" lists for bins, from Prentis Printing |
| Lawn signs for drop-off locations               | \$298.00               | \$297.12        | 12 signs and wire H-stakes from Prentis Printing  |
| <b>TOTAL</b>                                    | <b>\$418.00</b>        | <b>\$395.08</b> |   |

## Collections Totals

| <u>Club</u>                    | <u>Food Items</u> | <u>\$ Collected</u> | <u>Rank</u>         |
|--------------------------------|-------------------|---------------------|---------------------|
| Washington Builders Club       | 1,088             |                     | 1 (food)            |
| Platt Key Club                 | 250               | \$300               | 1 (money), 2 (food) |
| Lincoln Middle School          | 249               |                     | 3 (food)            |
| Maloney Key Club               | 102               |                     | 4 (food)            |
| Kiwanis Club of Meriden        | 1,025             | \$505               |                     |
| <b>TOTAL</b>                   | <b>2,714</b>      | <b>\$805</b>        |                     |
| 2020 Totals                    | 8,475             | \$850               |                     |
| 2019 Totals                    | 7,797             | \$970               |                     |
| 2018 Totals                    | 2,678             | \$385               |                     |
| 2017 Totals                    | 2,590             | \$419               |                     |
| <b>Total Donations to Date</b> | <b>24,254</b>     | <b>\$3,429</b>      |                     |

## Improvements/Ideas for 2022

- Continue to place the drop-off bins throughout the community and resume grocery store collections, if safe
- Continue to promote donations through Venmo
- Consider budgeting money for Facebook marketing
- Reach out to neighborhood groups (one group donated this year)

### **Kiwanis Club of Meriden**

PO Box 733 • Meriden, CT 06450 • [www.meridenkiwanis.org](http://www.meridenkiwanis.org)  
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